

LFC Requester:

Emily Hilla

**AGENCY BILL ANALYSIS
2024 REGULAR SESSION**

WITHIN 24 HOURS OF BILL POSTING, UPLOAD ANALYSIS TO:

Analysis.nmlegis.gov

{Analysis must be uploaded as a PDF}

SECTION I: GENERAL INFORMATION

{Indicate if analysis is on an original bill, amendment, substitute or a correction of a previous bill}

Check all that apply:

Original **Amendment**
Correction **Substitute**

Date 1/24/2024

Bill No: HB 182

Sponsor: Gail Chasey
Charlotte Little, Katy Duhigg

**Agency Name
and Code
Number:**

Dept. of Information Technology -
36100

**Short
Title:** Changes to Campaign
Reporting Act

Person Writing: Raja Sambandam
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SECTION II: FISCAL IMPACT

ESTIMATED ADDITIONAL OPERATING BUDGET IMPACT (dollars in thousands)

	FY24	FY25	FY26	3 Year Total Cost	Recurring or Nonrecurring	Fund Affected
Total		0	0	0	0	0

(Parenthesis () Indicate Expenditure Decreases)

Duplicates/Conflicts with/Companion to/Relates to:
Duplicates/Relates to Appropriation in the General Appropriation Act

SECTION III: NARRATIVE

BILL SUMMARY

Synopsis: HB 182 amends the Campaign Reporting Act to include new defined terms related to artificial intelligence (“AI”) and requires specific disclaimers if campaign advertisements are generated in whole or in part by using AI. HB 182 also creates a new section of the Campaign Reporting Act that prohibits the distribution of “materially deceptive media” as defined in that Act, unless the media includes the disclaimer required by the section. The new section also makes a violation of its provisions a crime and provides for both criminal and civil judicial enforcement.

FISCAL IMPLICATIONS

None

SIGNIFICANT ISSUES

None

TECHNICAL ISSUES

The federal government is also looking into various aspects of AI and influence on this matter. Demonstrating the use of AI or proving otherwise could potentially involve engaging subject matter experts and forensic technologies that are still evolving and may require additional time and resources.

WHAT WILL BE THE CONSEQUENCES OF NOT ENACTING THIS BILL

Use of AI in political campaign advertisements will continue without regulation, and the persons receiving those advertisements may be misled by the deceptive media.